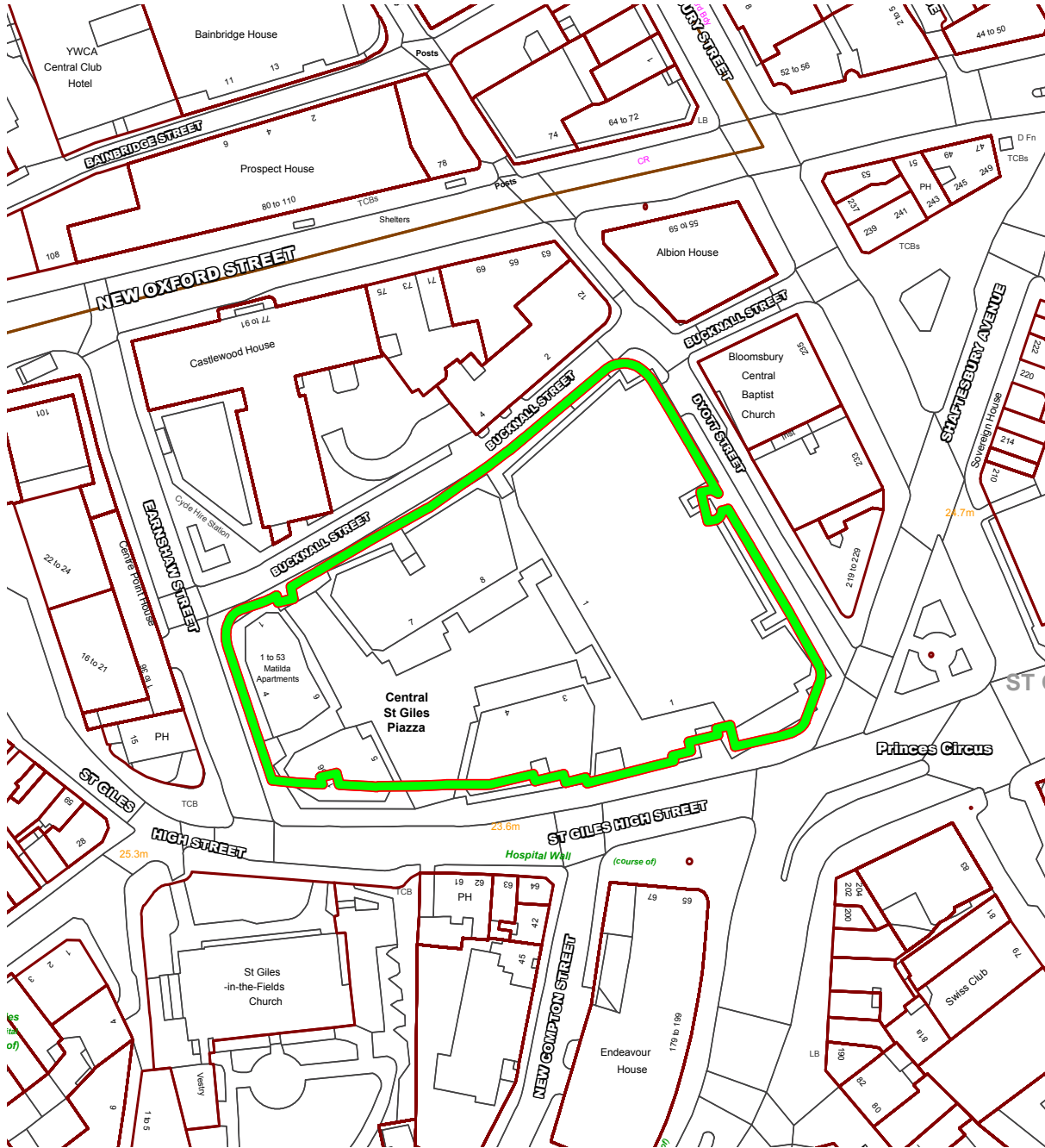


2017/1938/P & 2017/2385/A

St Giles Piazza, St Giles High Street



Photos

Last year's structure which was in place for no more than 28 days in St Giles Piazza in the same location as is now proposed for a 2 months temporary period.



Delegated Report		Analysis sheet		Expiry Date:		31/05/2017	
(Members Briefing)		N/A		Consultation Expiry Date:		16/06/2017	
Officer				Application Number(s)			
Matthias Gentet				1) 2017/1938/P 2) 2017/2385/A			
Application Address				Drawing Numbers			
Central St Giles Piazza St Giles High Street London WC2H 8AG				Please refer to draft decision notice			
PO 3/4		Area Team Signature		C&UD		Authorised Officer Signature	
Proposal(s)							
1) Temporary erection of a structure incorporating LED screen (for advertising purposes) between 19th June 2017 and 15th August 2017 within Central St Giles Piazza. 2) Temporary display of LED screen within a free standing structure between 19th June 2017 and 15th August 2017 within Central St Giles Piazza.							
Recommendation(s):		1) Grant Conditional Planning Permission 2) Grant Conditional Advertisement Consent					
Application Type:		1) Full Planning Permission 2) Advertisement Consent					

Conditions or Reasons for Refusal:	Refer to Draft Decision Notice					
Informatives:						
Consultations						
Adjoining Occupiers:	No. notified	00	No. of responses	02	No. of objections	02
			No. Electronic	02		
Summary of consultation responses:	<p>For the planning application, 6x site notices were displayed on and near the application site on 28/04/2017 (expiry date 19/05/2017).</p> <p>An objection from the Owner/occupier at Flat 31, Centre Point House, 15A St Giles High Street, WC2H 8LW, has been received, summarised as follows:</p> <ul style="list-style-type: none"> - This is a residential area and should not be subject to LED advertising; - This is detrimental for the local living environment due to the artificial light for a very prolonged period; - Serves no purpose for the public good; - Looks awful and cheapens the location. <p>An objection from the Owner/occupier at 32 Matilda Apartments, 4 Earnshaw Street, WC2H 8AJ has been received, summarised as follows:</p> <ul style="list-style-type: none"> - Greatly concerned about the increase in noise - from the speakers - for residents, in an area that is already very noisy; - Gives residents assurance that proposed speakers will not be a noise nuisance. <p><u>Officer's Response:</u></p> <p><i>Please see sections 3 and 4 of the officer's report below.</i></p>					
Covent Garden Community Association (CGCA)	<p>An objection has been received, summarised as follows:</p> <ul style="list-style-type: none"> - Impact on residential amenity and on local businesses; - The oversized LED screen is placed directly under residential terraces and windows, resulting in overlooking and a loss of privacy; - Severe disturbance from noise, particularly during the proposed time period, when residents are more likely to have their windows open in the warmer months; - The Council should be supporting the local businesses, not taking business away from them. <p><u>Officer's Response:</u></p> <p><i>With regards the alleged loss of business to the local business, it is not understood how this would be the case. The presence of the screen will attract visitors, thus potentially increasing customer numbers for local businesses.</i></p> <p><i>Also, there are no plans to sell any products by the organisers. This element</i></p>					

of the objection is therefore irrelevant to the proposal as a whole, and cannot be taken into consideration.

Site Description

The application site is an open piazza within a modern mixed-use development formed of multi-storey buildings comprising offices (class B1), retail (class A1), food and drink (class A3), community (class D1) and residential (class C3) uses.

The site is bordered by Bucknall Street to the north, Dyott Street to the east, St Giles High Street to the south and Earshaw Street to the west, and is in close proximity to Centre Point to the north-west.

The piazza is accessible by all from Bucknall Street and St Giles High Street.

Although the site is not in a Conservation Area and none of the surrounding buildings are listed the site is, however, surrounded by Bloomsbury Conservation Area to the north and east, Denmark Street Conservation Area to the west and south, and also Seven Dials Conservation Area to the south-east.

Relevant History

Site Address History:

2017/1897/A – (decision pending) - Display of 2x internally illuminated fascia lettering signs fixed behind glazing to Central St Giles Piazza elevation, and 1x internally illuminated lettering sign (fixed behind glazing) to Bucknall Street elevation.

2013/4914/P – (granted on 18/02/2014) - Change of use of Unit 5 from retail (Class A1) to mixed cafe/bar/Sui Generis use.

2005/0259/P – (granted subject to S106 on 04/10/2006) - Redevelopment of site for mixed use development comprising office (class B1), retail (class A1), food and drink (class A3), community (class D1) and residential (class C3) uses, new public courtyard and new pedestrian routes across the site.

Other relevant history:

Regents Place Plaza

2016/1706/A – (granted on 16/05/2016) - Temporary display of signs on north, east and west elevation of temporary structure incorporating LED screen.

Relevant policies

National Planning Policy Framework (2012)

London Plan (2016)

LDF Core Strategy and Development Policies (2010)

CS5 – Managing the impact of growth

DP24 – Securing high quality design

DP25 – Conserving Camden's heritage

DP26 – Managing the impact of development on occupiers and neighbours

Camden Planning Guidance

CPG1 (Design) – Chapter 7 (2015)

Bloomsbury Conservation Area Appraisal (April 2011)

Seven Dials Conservation Area Appraisal (1998)

Denmark Street Conservation Area Appraisal (March 2010)

Draft Camden Local Plan (2016)

The Inspector's report on the Local Plan was published on 15 May 2017 and concludes that the plan is 'sound' subject to modifications being made to the Plan. While the determination of planning applications should continue to be made in accordance with the existing development plan until formal adoption, substantial weight may now be attached to the relevant policies of the emerging plan as a material consideration following publication of the Inspector's report, subject to any relevant recommended modifications in the Inspector's report.

The following policies are considered to be relevant:

A1 – Managing the Impact on Development

D1 – Design

D4 - Advertisement

Assessment

1. Proposal and Background

1.1 Planning permission and advertisement consent are sought for the temporary erection of a structure incorporating an LED screen (for advertising purposes) to be in place and in operation between 19th June 2017 and 15th August 2017, within Central St Giles Piazza, to show news and sport events taking place during the summer months.

1.2 The proposed operating hours of the LED screen (visual and sound) are between the hours of 08:00 and 20:00 for the images, and 12:00 and 20:00 for the sound.

1.3 The level of illuminance of the LED screen would be restricted to be no higher than 2500cd/m during the operating hours.

2. Assessment

2.1 The principle considerations material to the determination of the applications are as follows:

- Design and amenity
- Public Safety

3. Design and amenity

3.1 The proposed free standing structure would measure 6m in width by 4.2m in height and 3.5m in depth. It would bear an advertising logo to the front and side (which are exempt from

Advertising Consent), and the LED screen would be located at the front – measuring 3.84m in height by 2.16m in width - and would sit on the upper part of the structure elevation.

- 3.2 The proposed free standing structure would be erected at the west end of St Giles Piazza. Although the free standing structure is of a considerable size on its own merit, when viewed in the context of St Giles Piazza, it is considered that the free standing structure is somewhat dwarfed by the scale of the surrounding dominant multi-storey buildings. As such, its impact on the character of St Giles Piazza and surrounding building is considered to be negligible, especially given its temporary nature.
- 3.3 Although in terms of design, the proposed free standing structure is rather bulky and unattractive, its purpose is to provide a safe support for the LED screen, and only for a temporary period of 2 months. The appearance of the structure is not considered to represent a suitable reason for refusal of the proposal.
- 3.4 The free standing structure with LED screen would back onto Matilda Apartments where residential units are located. Due to its orientation, facing away from the windows of the residential flats, the light produced by the LED screen would not impact on the windows of the residential units.
- 3.5 Bearing in mind that the LED screen would be in use (switched on) during the summer months, when daylight/sunlight is still available in the early hours of the evening, any kind of light pollution created by the LED screen would be offset by the natural light of the season. Taking into account that the level of illuminance could be conditioned in order to restrict its impact on the immediate surroundings, it is considered that the proposed LED screen would have a negligible impact on the residents, anyone working within the offices and commercial units, as well as visitors to St Giles Piazza. A suitable condition is recommended to restrict the luminance levels to 2500 candelas per square metre.
- 3.6 A further condition is recommended for the operating hours (as outlined above in paragraph 1.2 of the report).
- 3.7 The LED screen would also not face directly onto the adjacent streets flanking the site, such as St Giles High Street and Bucknall Street, where the access points to the piazza are located.
- 3.8 The chosen location for the free structure with LED screen is wide and open public space. There is ample space between the back of the fixture and the commercial frontage which is set back from the projecting elevation of the upper floors to allow for a free flowing walking corridor.
- 3.9 Although the structure would inevitably attract a higher level of visitors to St Giles Piazza than is usually experienced, this is the reason for placing the structure in such a public location. Taking into consideration that the daily use of the free standing structure with LED screen would cease at 20:00 every night, the volume of extra visitors is not likely to be so high that it would generate an unreasonable level of noise.
- 3.10 The organisers of the event are neither promoting the use or sale of alcohol, nor of any other products. It is proposed to have 24hr on-site security, including the use of CCTV with regular external patrols at night in order to tackle any issues or incidents of anti-social behaviour.
- 3.11 It is considered that the increase in the amount of visitors would largely and directly benefit the local businesses within St Giles Piazza.
- 3.12 Overall, the proposal is considered to be acceptable in terms of its size, scale, design,

location and method of illumination, and the proposal would preserve the character of St Giles Piazza and surrounding buildings, and would not be detrimental to the surrounding conservation areas, including Bloomsbury, Denmark Street and Seven Dials.

4. Public Safety

4.1 The proposed internally illuminated LED screen is not uncommon for this type of event. The moving images produced by and shown on the LED screen would not be viewed from any of the surrounding roads, and would therefore not impact on traffic / road users.

4.2 The illumination and the type of images do not raise any concerns in terms of public safety.

Recommendation

- 1) Grant conditional Planning Permission
- 2) Grant conditional Advertisement Consent

The decision to refer an application to Planning Committee lies with the Director of Regeneration and Planning. Following the Members Briefing panel on Monday 5th June 2017, nominated members will advise whether they consider this application should be reported to the Planning Committee. For further information, please go to www.camden.gov.uk and search for 'Members Briefing'.

Miss Rebecca Gunn
Gerald Eve
72 Welbeck Street
London
W1G 0AY

Application Ref: **2017/1938/P**
Please ask for: **Matthias Gentet**
Telephone: 020 7974 **5961**

25 May 2017

DRAFT

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990 (as amended)

Full Planning Permission Granted

Address:

**Central St Giles Piazza
St Giles High Street
London
WC2H 8AG**

DECISION

Proposal: Temporary erection of a structure incorporating a LED screen (for advertising purposes) between 19th June 2017 and 15th August 2017 within Central St Giles Piazza.

Drawing Nos: Covering Letter (04/04/2017); Speaker Specification Details; Operational Management Plan- Summer Sport 2017; Screen Specification Details; [CSG-PLANNING-] 01, 02; Detailed Elevation (with measurements); 3D Visual of the Structure and Screen (3 pages); 3 x Photos.

The Council has considered your application and decided to grant permission subject to the following condition(s):

Executive Director Supporting Communities



Condition(s) and Reason(s):

- 1 The development hereby permitted shall be carried out in accordance with the following approved plans: Covering Letter (04/04/2017); Speaker Specification Details; Operational Management Plan- Summer Sport 2017; Screen Specification Details; [CSG-PLANNING-] 01, 02; Detailed Elevation (with measurements); 3D Visual of the Structure and Screen (3 pages); 3 x Photos.

Reason: For the avoidance of doubt and in the interest of proper planning.

- 2 The structure hereby permitted is for a temporary period only and shall be removed and the site made good on or before 15th August 2017.

Reason: The type of structure is not such as the Council is prepared to approve, other than for a limited period, in view of its appearance. The permanent retention of the structure would be contrary to the requirements of policy CS14 of the London Borough of Camden Local Development Framework Core Strategy and policy DP24 of the London Borough of Camden Local Development Framework Development Policies, and policy A1 of the Camden Local Plan Submission Draft 2016.

- 3 The hours of operation of the sound hereby permitted is to be limited between the hours of 12:00 and 20:00.

Reason: The type of operation is not such as the Council is prepared to approve, other than for a limited period, in view of its impact. Longer operation of the sound would be contrary to the requirements of policy CS14 of the London Borough of Camden Local Development Framework Core Strategy and policies DP24 and DP28 of the London Borough of Camden Local Development Framework Development Policies, and policies A1 and A4 of the Camden Local Plan Submission Draft 2016.

Informative(s):

- 1 Your proposals may be subject to control under the Building Regulations and/or the London Buildings Acts which cover aspects including fire and emergency escape, access and facilities for people with disabilities and sound insulation between dwellings. You are advised to consult the Council's Building Control Service, Camden Town Hall, Argyle Street WC1H 8EQ, (tel: 020-7974 6941).

- 2 Noise from demolition and construction works is subject to control under the Control of Pollution Act 1974. You must carry out any building works that can be heard at the boundary of the site only between 08.00 and 18.00 hours Monday to Friday and 08.00 to 13.00 on Saturday and not at all on Sundays and Public Holidays. You are advised to consult the Council's Compliance and Enforcement team [Regulatory Services], Camden Town Hall, Argyle Street, WC1H 8EQ (Tel. No. 020 7974 4444 or on the website <http://www.camden.gov.uk/ccm/content/contacts/council-contacts/environment/contact-the-environmental-health-team.en> or seek prior approval under Section 61 of the Act if you anticipate any difficulty in carrying out construction other than within the hours stated above.
- 3 The Inspector's report on the Local Plan was published on 15 May 2017 and concludes that the plan is 'sound' subject to modifications being made to the Plan. While the determination of planning applications should continue to be made in accordance with the existing development plan until formal adoption, substantial weight may now be attached to the relevant policies of the emerging plan as a material consideration following publication of the Inspector's report, subject to any relevant recommended modifications in the Inspector's report.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraphs 186 and 187 of the National Planning Policy Framework.

You can find advice about your rights of appeal at:

<http://www.planningportal.gov.uk/planning/appeals/guidance/guidancecontent>

Yours faithfully

Director of Regeneration and Planning

Gerald Eve
72 Welbeck Street
London
W1G 0AY

Application Ref: **2017/2385/A**
Please ask for: **Matthias Gentet**
Telephone: 020 7974 **5961**

25 May 2017

DRAFT

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

Central St Giles Piazza
St Giles High Street
London
WC2H 8AG

DECISION

Proposal:

Temporary display of LED screen within a free standing structure between 19th June 2017 and 15th August 2017 within Central St Giles Piazza.

Drawing Nos:

The Council has considered your application and decided to grant consent subject to the following condition(s):

Conditions and Reasons:

- 1 No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

Executive Director Supporting Communities



- 2 No advertisement shall be sited or displayed so as to
- (a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
 - (b) obscure, or hinder the ready interpretation of any traffic sign, railway signal or aid to navigation by water or air; or
 - (c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 3 Any advertisement displayed and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 4 Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 5 Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 6 The advertisement hereby permitted shall only be displayed if the structure hereby permitted is erected for a temporary period only. The LED screen hereby approved shall not be displayed more than 2 days before 19th June 2017 and shall be removed on or before 15th August 2017.

Reason: The type of advert is not such as the Council is prepared to approve, other than for a limited period, in view of its appearance. Its permanent display would be contrary to the requirements of policy CS14 of the London Borough of Camden Local Development Framework Core Strategy and policy DP24 of the London Borough of Camden Local Development Framework Development Policies, and policies A1 and D4 of the Camden Local Plan Draft Submission 2016.

- 7 The intensity of the illumination of the LED digital screen shall not exceed 2500 candelas per square metre during the day, in line with the maximum permitted recommended luminance as set out by 'The Institute of Lighting Professional's 'Professional Lighting Guide 05: The Brightness of Illuminated Advertisements' 2015. The levels of luminance on the digital sign should be controlled by light sensors to measure the ambient brightness and dimmers to control the lighting output to within these limits, and will only be in operation between the hours of 08:00 and 20:00.

REASON: To ensure that the advertisement does not harm the character and appearance of the area and does not create a distraction to pedestrian or vehicular traffic and therefore cause a hazard to highway safety. In accordance with the requirements of policies CS5 and CS14 of the London Borough of Camden Local Development Framework Core Strategy and policies DP21, DP24 and DP26 of the London Borough of Camden Local Development Framework Development Policies, policies D4 and A1 of the Camden Local Plan Submission Draft 2016.

Informative(s):

- 1 The Inspector's report on the Local Plan was published on 15 May 2017 and concludes that the plan is 'sound' subject to modifications being made to the Plan. While the determination of planning applications should continue to be made in accordance with the existing development plan until formal adoption, substantial weight may now be attached to the relevant policies of the emerging plan as a material consideration following publication of the Inspector's report, subject to any relevant recommended modifications in the Inspector's report.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraphs 186 and 187 of the National Planning Policy Framework.

You can find advice in regard to your rights of appeal at:

<http://www.planningportal.gov.uk/planning/appeals/guidance/guidancecontent>

Yours faithfully

Director of Regeneration and Planning

DECISION